

Message Text

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ORIGIN NEA-04

INFO OCT-01 ADP-00 /005 R

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DRAFTED BY: NEA/ PAB: WSBUTCHER

APPROVED BY: NEA / PAB: LBLAINGEN

NEA/ PAB: JJHOLMES

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R 151508 Z MAR 73

FM SECSTATE WASHDC

TO AMEMBASSY DACCA

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FOLLOWING RECEIVED FROM AMEMBASSY ISLAMABAD, ACTION SECSTATE
PRIORITY, MARCH 1, 1973 REPEATED TO YOU:

QUOTE

LIMITED OFFICIAL USE ISLAMABAD 1751

E. O. 11652: N/ A

TAGS: MILI, PK

SUBJECT: GOP REQUEST FOR DOD APPROVAL OF PROPOSED
ADVERTISEMENTS ON POWS

1. GOP INFORMATION SECRETARY NASIM AHMAD TELEPHONED CHARGE
MARCH 1 TO SOLICIT EMBASSY ASSISTANCE WITH REGARD TO
PROPOSED PLACEMENT OF ADVERTISEMENTS IN VARIOUS US
PUBLICATIONS REGARDING PAK POWS. THESE ADS WOULD APPEAL
FOR AMERICAN SYMPATHY WITH REGARD PAK POWS HELD IN INDIA,
IN LIGHT OF AMERICAN HAPPINESS OVER RETURN OF OUR POWS
FROM VIETNAM. ACCORDING AHMAD, QTE PENTAGON UNQTE HAS
OBJECTED TO ONE PHOTOGRAPH IN PROPOSED AD SERIES
PURPORTING TO SHOW A RETURNING AMERICAN POW IN MILITARY
UNIFORM. A CIVILIAN MODEL WAS PHOTOGRAPHED IN NEW YORK
STUDIO FOR AD IN QUESTION. AHMAD SAID DOD WAS APPARENTLY
OBJECTED TO RUNNING OF PHOTOGRAPH SHOWING A MODEL WEARING
AMERICAN MILITARY UNIFORM. GOP IS ANXIOUS TO HAVE ITS
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SERIES OF ADS APPEAR PROMPTLY, AND HE THEREFORE REQUESTED OUR HELP. CHARGE SAID HE WOULD PROMPTLY REPORT AHMAD REQUEST AND HE HOPED IT COULD BE GRANTED ALTHOUGH HE WAS NOT SURE HOW FIRM THE STANDING RESTRICTIONS ON THIS SUBJECT MIGHT BE.

2. WE WOULD APPRECIATE PROMPT AND SYMPATHETIC CONSIDERATION OF GOP REQUEST. SUGGEST CONTACT BE MADE THIS SUBJECT WITH PAK EMBASSY IN WASHINGTON WHICH HAS BEEN DEALING ON IT WITH PAKISTAN INTERNATIONAL AIRLINES OFFICE IN NEW YORK WITH REGARD PLACEMENT OF ADS. DECONTROL 3-1-74.

UNQUOTE ROGERS

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*** Current Handling Restrictions *** n/a

*** Current Classification *** LIMITED OFFICIAL USE

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